

Historic, Archive Document

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Lilacs

GRANDMOTHER'S FAVORITE FLOWER MODERNIZED FOR YOU

What Hybrid Lilacs are . . .

Those who know only the old white and purple Lilacs grown by our grandparents can have no idea of the wonderful beauty of the modern hybrids, of the varying colors, beginning with white, going through shades of pink, blue, violet, and purple; the flowers single and double and varying greatly in form of truss and in blooming season.

Common and old-fashioned Lilacs usually do not bloom until they attain a large size. French Hybrid Lilacs, if undisturbed, frequently bloom when 18 inches tall and within a relatively short time after transplanting.

Their blooms are much larger and more numerous and there are singles and doubles in a dozen distinct and rare shades of color.

They need less attention than roses, evergreens, or fruit trees and require no more room or maintenance cost than the common and ordinary flowering shrubs.

A DOUBLE Hybrid Lilac.
See pictures below for matured plants in bloom. See inside page for illustration of a SINGLE variety.

FARR LILACS

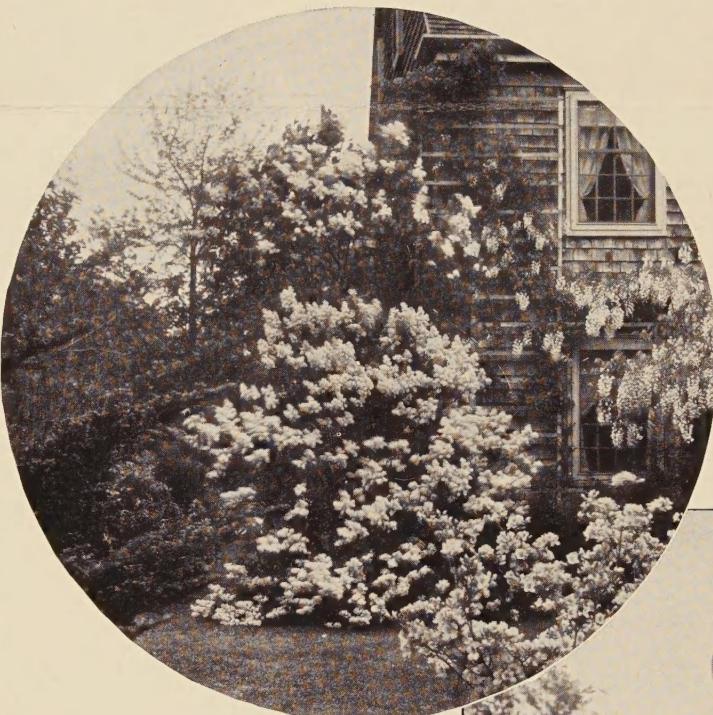
IN THIS country no flower has had a longer popularity than the Lilac, as can easily be proved by the number of fine old clumps that are seen growing by the foundations of burnt or abandoned farmhouses in New England and the Middle States.

These plants were once the only bit of color and beauty that found its way into the hard lives of our pioneer settlers, and they are now often the only remaining evidence of a former home.

Today the Lilac remains the most important and the most popular of our spring-blooming shrubs, and rightly so, for it is hardy everywhere, grows well, and gives abundant crops of wonderfully fragrant flowers each year, with little or no care.

Farr Lilacs bear at least double the standard number of stems and branches per foot of height. They are all own-rooted, extra-well-branched and bushy specimens.

We set the young plants very deeply in the nursery row so as to obtain extra stems and sprouts. As they are spaced for two-way cultivation instead of crowding them into solid nursery rows, they do not "thin" each other. Thousands of visitors annually attest to the trueness and immaculateness of our field planting.



PLANT FARR HYBRID LILACS—

- As illustrated above—in the "foundation planting" about your home.
- For tall, screening hedges. As specimens in your flower garden or on your lawn.
- Among other flowering shrubbery, especially with Rosa Rugosa, Tree Peonies, Spiraea vanhouttei, etc.
- As a collection for a wartime and, later, a lifetime hobby.

WHERE TO PLANT

Plant in a sunny and well-drained location, not in full shade or in low or wet spots. All varieties are alike in their requirements.

Lilacs prefer cold winters and we do not recommend them for the Gulf States region.

WHEN TO PLANT

In fall, after leaves drop and until the ground freezes; in spring, after the ground opens and until the buds sprout.

HOW TO PLANT

Comprehensive planting and cultural instructions are supplied with order acknowledgments.

LILAC COLLECTIONS supplied by Farr

One of these may be in your locality for you to see and enjoy.

Miss Marjorie Allison, Allentown, Pa.
Mrs. Edward E. Brown, Waupaca, Wis.
Cleveland Museum of Natural History, Cleveland, Ohio
Mrs. Francis Crane, Golden St., Holliston, Mass.
Mrs. Pierre S. du Pont, Longwood, Kennett Square, Pa.
Mrs. F. C. Helwig, Kansas City, Kans.
Mrs. H. L. Igheheart, Elizabethtown, Ky.
Mrs. Raymond Koch, Winnetka, Ill.

N. Y. Botanical Gardens, New York City
N. Y. Experiment Station, Geneva, N. Y.
Queen Victoria Park, Niagara Falls, Canada
Reading Museum, Reading, Pa.
Mrs. W. A. Rinehart, Charlottesville, Va.
Mrs. Arthur Scott, Todmorden Farms, Media, Pa.
G. E. Smith, Lansing, Mich.
Ernest O. Wagner, Lakeville, Conn.

7-Point Guarantee

Point 1. Trueness to name.
Point 2. Shapely and well branched.
Point 3. Abundance of own roots.
Point 4. Fully up to size specified.
Point 5. Free of disease and insects.
Point 6. Exceptionally well packed for fresh and undamaged arrival.
Point 7. WE WILL REPLACE ANY PLANTS THAT FAIL TO GROW, provided the account is settled within regular 30-day terms and report of failure is made by May 1, following fall shipment; or by October 1, following spring shipment.

The cost of planting, or transportation of replacements, is borne by the purchaser.

TERMS. Open account—30 days to established credit or net cash with order. Transportation at cost.



DIGEST LIST OF DOUBLE LILACS

DOUBLE WHITE

EDITH CAVELL. Opens from cream to pure milk-white in large, long, cone-shaped trusses. Like Ellen Willmott except slightly later, a bit more loosely constructed and has sulphur-yellow buds. Strong grower. Late. Type 5 florets. 2 to 3 ft., \$3.75.

ELLEN WILLMOTT. Generally classed as the best white double Lilac. Immense, conical trusses of creamy white. Florets an inch across, type 5, almost double the size of most Lilac florets, excepting such as Edith Cavell, Leon Gambetta, Marechal Lannes, President Poincette, President Fallieres, and Henri Martin. 18 to 24 in., \$3.25; 2 to 3 ft., \$4; 3 to 4 ft., \$4.75.

JEANNE d'ARC. Large; pure white, including stamens. Plump, creamy buds opening to cockled, type 3, florets. Medium grower. Early midseason. Long-stemmed. 18 to 24 in., \$2.50.

MME. CASIMIR-PERIER. The old favorite white. Very free and fragrant. Yellow stamens. Medium-large trusses. Type 6 florets. Strong-growing. Midseason. 18 to 24 in., \$1.50; 2 to 3 ft., \$2.25.

DOUBLE PINK

BELLE de NANCY. Large, loosely conical, bright pink trusses. Florets are satiny rose, type 3, with white center. An old and favorite variety. Strong grower. Early midseason. 18 to 24 in., \$1.50; 2 to 3 ft., \$2.25.



A small part of the Farr Hybrid Lilac fields. Unusually wide spacing between plants results in extra-bushy, many-stemmed Lilacs. These are 18 to 24-inch plants which have already bloomed in the fields.

JULES SIMON. Bright rose buds, opening to type 5 florets, forming large trusses of delicate pink. Erect and long-stemmed grower. Midseason. 2 to 3 ft., \$2.25; 3 to 4 ft., \$3.

KATHERINE HAVEMEYER. Immense, trusses of type 5 floret. Purple buds, pink cast as opening. Extremely dependable. Generally described as cobalt-lilac, flushed mauve. Medium grower. Early midseason. 18 to 24 in., \$2; 2 to 3 ft., \$2.75.

LEON SIMON. Colors range from violet-red to blue to pink. Symmetrical, pointed trusses with spurred and compact florets of type 6, reflexed pink. Strong grower and early. 18 to 24 in., \$1.75; 2 to 3 ft., \$2.50.

MARC MICHELI. Distinct for upright, long-stemmed, specimen growth besides unusually compact, large, slender, long-stemmed trusses of bluish pink reversed white. Type 3 florets. Midseason. 18 to 24 in., \$2; 3 to 4 ft., \$3.50.

PRESIDENT FALLIERES. Large and showy trusses of rosy pink from large and conspicuous rose-mauve buds. Like Leon Gambetta but darker and more trusses per stem. Type 3 florets. 18 to 24 in., \$2.25; 2 to 3 ft., \$3.

WALDECK-ROUSSEAU. Large; loose-petaled, but very double; tender pink. Buds purple. Florets, type 3, tipped darker and centered white. *Latest* of the hybrids. Medium grower. 18 to 24 in., \$1.75; 2 to 3 ft., \$2.50; 3 to 4 ft., \$3.25.

WILLIAM ROBINSON. Brightest double pink. Trusses profuse, large, symmetrical, long-stemmed. Florets type 5, incised and spurred. Has a bit of the coppery pink characteristic of Lucie Ballet. Medium grower. Midseason. 3 to 4 ft., \$3.25.

DOUBLE BLUE

COMTE de MONTEBELLO. Large, conical and symmetrical; even-toned, clear sky-blue. Reading, Pa., Museum favorite. Type 3 florets. Medium grower. Late midseason. 2 to 3 ft., \$3; 3 to 4 ft., \$3.75.

EMILE GENTIL. Large, compact, billowy trusses of a rare cobalt-blue. Type 6 florets.

JEAN MACE. Large, plump and billowy; blue, fading to lavender-pink. Type 6 florets. Erect and long-stemmed grower. Late midseason. 3 to 4 ft., \$3.25.

MARECHAL LANNE. Of the very largest, type 3 florets (1 inch across), forming giant, billowy trusses on long stems. Buds plump, purple, opening to light violet-blue, reflexed darker. Strong-growing. Late. 2 to 3 ft., \$3; 3 to 4 ft., \$3.75.

PRESIDENT GREVY. One of the oldest but still one of the best double blue Lilacs. Giant, billowy trusses of clear blue, type 8 florets. Strong grower. Midseason. 18 to 24 in., \$1.75; 2 to 3 ft., \$2.50.

RENE JARRY-DESLOGES. Profuse, plump, massive and ball-type trusses in an unusual shade of porcelain-blue, with rose reflects. Early midseason. Type 6 florets. 2 to 3 ft., \$2.50; 3 to 4 ft., \$3.25.

DOUBLE RED

CHARLES JOY. Long and slender bright crimson trusses on long stems. Strong grower. Type 3 florets. Midseason. An old and favorite variety. 18 to 24 in., \$1.75.

DE SAUSSURE. Cockled and compact, dark purple-red. Midseason. Medium growing. Type 3 florets. 3 to 4 ft., \$3.50.

GEORGES BELLAIR. Distinct shade of brick red. Many medium large and compact trusses of type 8 florets. Strong-growing. Midseason. 18 to 24 in., \$1.75; 2 to 3 ft., \$2.50; 3 to 4 ft., \$3.25.

PRESIDENT POINCARE. Giant, compact, heavily spurred and incurved flowers, with bluish center, purple edges and pink tints; buds are compact, purple-red, and open a vivid red, fading to mingled colors. Free and vigorous. Type 3 florets. 2 to 3 ft., \$3.

PAUL THIRION. Compact, claret-red with type 7 florets, reversed silvery. Purple buds. One of the first and also one of the last for our cut-flower displays. 18 to 24 in., \$2.75; 2 to 3 ft., \$3.50.

THUNBERGI. Giant, compact trusses; vari-colored red, blue, mauve, and purple. Unusually free and fragrant. Type 5 florets. Long-stemmed. 3 to 4 ft., \$3.50.

VAUBAN. Earliest hybrid. Tender pink fading blue. Very fragrant. Small florets, type 8. Medium large and very profuse trusses. Strong grower. 4 to 5 ft., \$4.

DOUBLE BLENDS AND TRICOLORS

HIPPOLYTE MARINGER. Most billowy of Lilac trusses. Florets extremely imbricated of a type not illustrated. Color speckled, blue and white. Medium grower. Early. 18 to 24 in., \$1.75; 2 to 3 ft., \$2.50; 3 to 4 ft., \$3.25.

KATHERINE HAVEMEYER. Immense, trusses of type 5 floret. Purple buds, pink cast as opening. Extremely dependable. Generally described as cobalt-lilac, flushed mauve. Medium grower. Early midseason. 18 to 24 in., \$2; 2 to 3 ft., \$2.75.

LEON SIMON. Colors range from violet-red to blue to pink. Symmetrical, pointed trusses with spurred and compact florets of type 6, reflexed pink. Strong grower and early. 18 to 24 in., \$1.75; 2 to 3 ft., \$2.50.

MARC MICHELI. Distinct for upright, long-stemmed, specimen growth besides unusually compact, large, slender, long-stemmed trusses of bluish pink reversed white. Type 3 florets. Midseason. 18 to 24 in., \$2; 3 to 4 ft., \$3.50.

MME. ANTOINE BUCHNER. Similar to Leon Gambetta in every respect except slightly less compact and slightly darker pink. Type 7 florets. Quite often the Best Lilac of the Show at the flower shows we help to judge. Unable to supply demand for the past five years until now. 2 to 3 ft., \$4; 3 to 4 ft., \$4.75.

PRESIDENT FALLIERES. Large and showy trusses of rosy pink from large and conspicuous rose-mauve buds. Like Leon Gambetta but darker and more trusses per stem. Type 3 florets. 18 to 24 in., \$2.25; 2 to 3 ft., \$3.

WALDECK-ROUSSEAU. Large; loose-petaled, but very double; tender pink. Buds purple. Florets, type 3, tipped darker and centered white. *Latest* of the hybrids. Medium grower. 18 to 24 in., \$1.75; 2 to 3 ft., \$2.50; 3 to 4 ft., \$3.25.

WILLIAM ROBINSON. Brightest double pink. Trusses profuse, large, symmetrical, long-stemmed. Florets type 5, incised and spurred. Has a bit of the coppery pink characteristic of Lucie Ballet. Medium grower. Midseason. 3 to 4 ft., \$3.25.

3 Plants for \$8.25 (Value \$9.75)

3 Collections for Naturalizing for \$14.95

DAYLILIES

For a summer of color without a summer of effort and toil. Double your garden bloom without increasing space or labor.

SPRING TO FALL COLLECTION

Flava. Yellow.....\$0.45
Tangerine. Orange.....75
Ophir. Golden.....1.00
Midas. Orange.....1.50
Bijou. Patterned.....1.50
Fulva. Copper.....75
August Pioneer. Orange.....1.50

As a Collection for \$5.75

3 Collections for Naturalizing for \$14.95

SOMETHING SPECIAL IN PEONIES



Single Hybrid Lilacs as above are as beautiful as the double varieties. Huge trusses of bloom turn your Lilacs into the focal point of your grounds in May

A Lilac Digest

—based on the Farr Collection of more than 200 varieties of Lilacs.

—following more than 30 years of specialization and leadership in Lilacs.

—including only the best and most distinct by years of test.

Prof. Sargent of the Arnold Arboretum used to say that "the best lilacs are those which bloom best this year." Bertrand H. Farr used to say—"All lilacs are beautiful, only some years some are more beautiful than others."

Individual tastes, as to colors and single or double bloom, vary so greatly that Lilacs simply cannot be boiled down to a Best Dozen by anyone. We have checked Farr Lilacs and visitor preference for twenty years in an effort toward the selection of the Fifty Best Lilacs. We have discarded more than 150 lesser varieties of Lilacs. You can order from this remaining list, according to color preference and price, with assurance that every variety offered is a "Master" Lilac.

Our recommendation has always been to select an order according to color, type and price preference. Our descriptions scrupulously avoid superlative terms such as "sensational," "amazing," "most beautiful." Such terms could be truthfully applied to all of these Digest Lilacs when well grown.

Display Garden Collection

Double Varieties

Belle de Nancy. Pink. 2 to 3 ft.....\$2.25

Charles Joly. Red. 18 to 24 in.....1.75

Edith Cavell. White. 2 to 3 ft.....3.75

Pres. Lincoln. Blue. 2 to 3 ft.....3.00

Hippolyte Maringer. Blend. 2 to 3 ft.....2.50

Jean Mace. Blue. 3 to 4 ft.....3.25

5 varieties (value \$13.50), as a Collection

complete for \$11.45

5% on orders between \$10 and \$24.99

10% on orders between \$25 and \$50

15% on orders exceeding \$50

Prices are F.O.B. Weiser Park, Pa. Shipment by Express or Freight.

All plants are guaranteed to grow. See first page for guarantee.

Berkshire Collection

Single Varieties

Jacques Calot. Pink. 18 to 24 in.....\$2.00

Persica rubra. Rose. 3 to 4 ft.....2.50

Pres. Lincoln. Blue. 2 to 3 ft.....3.00

Reaumur. Red. 2 to 3 ft.....2.75

Vestale. White. 2 to 3 ft.....2.75

5 varieties (value \$13), as a Collection

complete for \$10.95

5% on orders between \$10 and \$24.99

10% on orders between \$25 and \$50

15% on orders exceeding \$50

Prices are F.O.B. Weiser Park, Pa. Shipment by Express or Freight.

All plants are guaranteed to grow. See first page for guarantee.

Quantity Discounts

for orders from this folder

Does not apply to Collections

5% on orders between \$10 and \$24.99

10% on orders between \$25 and \$50

15% on orders exceeding \$50

Prices are F.O.B. Weiser Park, Pa. Shipment by Express or Freight.

All plants are guaranteed to grow. See first page for guarantee.

TREE PEONIES

Shrub or "Tree" Peonies are entirely hardy, even though the flowers have exotic colors

not often found in the North. See the Farr Hemerocallis and Tree Peony folder for special offer of Tree Peonies by color and form. Select from list below for named varieties:

S, Single; SD, Semi-double; D, Double. See above for quantity discounts.

Banksi. D. Shaded pink. \$3.50.

B. H. Farr. SD. Fiery orange-scarlet. \$6.75.

Iro-no-seki. SD. Shell-pink. \$3.50.

Jeanne d'Arc. D. Salmon-pink. \$4.75.

Moutan. S. Purplish red. The most vigorous grower and profuse bloomer. \$3.50.

Nippon Ko. SD. Clear pink. \$4.75.

Yo Boku. SD. Clear, light red. \$6.75.

Yoyo-no-homare. SD. Bright rose. \$4.75.

All our Tree Peonies are 4 to 6-yr. field-grown plants. No potted plants are supplied.

SEE OUR PEONY LIST ON NEXT PAGE

DIGEST LIST OF SINGLE LILACS

SINGLE PINK

JACQUES CALOT. Dark

